

Review Form 3

Journal Name:	Asian Journal of Economics, Business and Accounting
Manuscript Number:	Ms_AJEBA_128698
Title of the Manuscript:	Consumer Perception And Preference: A Comparative Study Of Ola And Uber Services
Type of the Article	Case Study

PART 1: Comments

	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	This study examines several aspects of Ola and Uber two ride-hailing transportation companies such as service quality, dependability, price, safety and customer assistance. It is considering the demographic variables and provide comparable basic services and elements like pricing policies, drivers conduct and app lay out have an impact on user preferences. It also insights into the dynamics of consumer behaviour and service marketing.	
Is the title of the article suitable? (If not please suggest an alternative title)	CONSUMNER PERCPTION AND PREFERENCE: A COMPARATIVE STUDY OF OLA AND UBER RIDE HAILING SERVICES	
Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.	YES	
Is the manuscript scientifically, correct? Please write here.	YES	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	YES	
Is the language/English quality of the article suitable for scholarly communications?	YES	
Optional/General comments	In Literature Review the years of literature may be Start from 2016 to 2023 not from 2023 to 2016. Because generally the reviews starts from previous years (correction is needed here)	

PART 2:

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

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Reviewer Details:

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